LISTING OF THE CLAIMS

What is claimed is:

1   1. (Original) A method of providing business solutions over an interactive
2   communications medium, comprising the steps of:
3   selectively providing metrics which are associated with a business problem and a
4   specific industry; and
5   providing a business solution based on the selective metrics and responses to the
6   selective metrics.

1   2. (Original) The method of claim 1, further comprising the steps of:
2   selecting the specific industry; and
3   providing a business driver based on the selected specific industry,
4   wherein the selective metrics are associated with the selected specific industry and
5   the business driver.

1   3. (Original) The method of claim 2, further comprising the step of selecting a specific
2   industry code associated with the selected specific industry.

1   4. (Original) The method of claim 2, wherein the business solution is a general business
2   solution based on the selected metrics and the specific industry.

1   5. (Original) The method of claim 4, further comprising the step of providing a specific
2   business solution based on the general business solution, wherein the general business
3   solution and the specific business solution are stored in a database and are provided based
4   on a set of rules.

1   6. (Original) The method of claim 5, wherein the specific business solution is

2   transparent to a user.

1   7. (Original) The method of claim 5, further comprising the step of ranking one of the

2   general business solution and specific business solution in order of business priority

3   based on ranking rules.

1   8. (Original) The method of claim 7, further comprising the step of storing the selective

2   metrics, the business driver, the specific industry code and the responses to the selective

3   metrics in the database.

1   9. (Original) The method of claim 2, wherein the business driver is a business specific

2   measure defined as one of inventory, revenue, costs of goods sold, selling and

3   administrative expenses, fixed assets, accounts receivable, and accounts payable.

1   10. (Original) The method of claim 9, wherein the selected metrics are questions based

2   on the specific industry and the business driver.

1   11. (Original) The method of claim 9, wherein a next question of the selective metrics is

2   based on a previous question and a previous answer.

1   12. (Original) The method of claim 11, further comprising the step of providing rules for

2   determining the next question based on the previous answer.

1   13. (Original) The method of claim 12, wherein the rules determine whether the next

2   question is a duplicate of a previous question such that the previous question is selected

3   only once.

1   14. (Original) The method of claim 13, wherein the rules determine that no further

2   question is selected.

1   15. (Original) The method of claim 1, further comprising the step of providing

2   quantitative metrics based on the selective metrics and the response.

1   16. (Original) The method of claim 15, further comprising the step of providing a

2   financial analysis of the business solution based on at least one quantitative response to

3   the quantitative metrics.

1   17. (Original) The method of claim 16, wherein the financial analysis is a rate of return

2   (ROR), a return on investment (ROI) or a return on assets (ROA).

1   18. (Original) A method for providing business solutions over an interactive

2   communications medium, comprising:

3   identifying a specific industry;

4   providing at least one business measure associated with a particular financial

5   aspect of the specific industry;

6   providing a set of questions associated with problems of the specific industry, the

7   set of questions being related to each of the provided at least one business measure; and

8   providing a business solution based on responses to the set of questions and the

9   specific industry.

1   19. (Original) The method of claim 18, wherein:

2   the business solution is one of a general business solution and a specific business

3   solution,

4   the general business solution is based on the responses and the specific industry,

5   and

6   the specific business solution is based on the general business solution.

1   20. (Original) The method of claim 19, further comprising the step of ranking one of the

2   general business solution and the specific business solution in order of business priority

3   based on ranking rules.

1   21. (Original) The method of claim 18, further comprising the step of providing rules,

2   wherein the rules at least (i) determine a next question based on a previous answer,

3   (ii) determine that no further question needs to be selected and (iii) determine whether the

4   next question is a duplicate of a previous question such that the previous question will

5   only be presented once.

1   22. (Original) The method of claim 18, further comprising the steps of:

2   providing at least one quantitative question based on the response;

3   providing a financial analysis of the business solution based on at least one

4   quantitative response to the at least one quantitative question.

1   23. (Original) A system for providing business solutions over an interactive

2   communications medium, comprising:

3   means for providing selective business drivers associated with a specific industry;

4   means for selecting business metrics based on the selective business drivers; and

5   means for providing a business solution based on the selective business drivers

6   and responses to the selected business metrics.

1   24. (Original) The system of claim 23, wherein the business solution is a general

2   business solution.

1   25. (Original) The system of claim 24, further comprising means for providing a specific

2   business solution based on the general business solution.

1   26. (Original) The system of claim 25, further comprising means for generating rules,

2   the generating rules means providing (i) the selected metrics based on the responses,

3   (ii) the general business solution based on the responses and the specific industry and

4   (iii) the specific business solution based on the general business solution.

1   27. (Original) The system of claim 26, further comprising means for storing the metrics,

2   the responses, the general business solution and the specific business solution.

1   28. (Original) The system of claim 25, further comprising means for providing a

2   financial analysis of one of the general business solution and the specific business

3   solution based on quantitative responses.

1   29. (Original) A system for providing business solutions over an interactive

2   communications medium, comprising:

3   a business driver module which stores business measures associated with a

4   specific industry;

5   a business metrics module which stores questions associated with the specific

6   industry and at least one selected business measure stored in the business driver module;

7   and

8   a business solution module which provides business solutions based on responses

9   to selected questions stored in the business metrics module and the specific industry.

1   30. (Original) The system of claim 29, further comprising a quantitative metrics module

2   associated with the business solution module, the quantitative metrics module storing

3   specific quantitative questions.

1   31. (Original) The system of claim 30, further comprising a financial analysis module
2   which calculates financial benefits of the business solution based on quantitative
3   responses to selected specific quantitative questions stored in the quantitative metrics
4   module.

1   32. (Original) The system of claim 30, further comprising a rules module which
2   generates rules, the rules being used to determine the business solution based on the
3   responses and pertinent questions to provide to a user based on the responses.

1   33. (Original) The system of claim 32, further comprising a database which stores the
2   business driver module, the business metrics module, the responses and the business
3   solution module.

1   34. (Original) The system of claim 30, wherein the business driver module, the business
2   metrics module and the business solution module are accessed by one of a web page
3   resident on a server, a telephone and a personal digital assistant.

1   35. (Original) A machine readable medium containing code for providing business
2   solutions over an interactive communications medium, the code implementing the steps
3   of:
4   selectively providing metrics which are associated with a business problem and a
5   specific industry; and
6   providing a business solution based on the selective metrics and responses to the
7   selective metrics.

1   36. (Original) The machine readable code of claim 35, further comprising the steps of:
2   selecting the specific industry; and

3   providing a business driver based on the selected specific industry,

4   wherein the selective metrics are associated with the selected specific industry and

5   the business driver.

1   37. (Original) The machine readable code of claim 35, wherein the business solution is

2   one of a general business solution and a specific business solution.

1   38. (Original) The machine readable code of claim 37, further comprising the step of

2   ranking the business solution in order of business priority based on ranking rules.

1   39. (Original) The machine readable code of claim 37, wherein the business driver is a

2   business specific measure defined as one of inventory, revenue, costs of goods sold,

3   selling and administrative expenses, fixed assets, accounts receivable, and accounts

4   payable.

1   40. (Original) The machine readable code of claim 35, further comprising the step of

2   providing rules for determining a next metrics of the selective metrics based on a

3   previous response to the selective metrics.

1   41. (Original) The machine readable code of claim 35, further comprising the step of

2   providing quantitative metrics based on the selective metrics and the response.

1   42. (Original) The machine readable code of claim 35, further comprising the step of

2   providing a financial analysis of the business solution based on at least one quantitative

3   response to the quantitative metrics.